Regional Comprehensive Plan – Public Engagement Plan, Fiscal Year 2008 Updated January 2008 – original version prepared October 2007

Introduction

This document describes the Chicago Metropolitan Agency for Planning's (CMAP) public engagement activities related to the Regional Comprehensive Plan. The document is focused on activities proposed to be undertaken during Fiscal Year 2008, which began on July 1, 2007, and ends on June 30, 2008. Future activities are identified in this document and will be described in greater detail in future fiscal years. A new version of the public engagement plan which focuses on Fiscal Year 2009 will be prepared in spring 2008 to cover upcoming activities during that fiscal year.

The process of engaging the region will happen in phases. Each of the 8 phases of the Public Engagement Plan that will occur in Fiscal Year 2008 are shown in table format, listing the following components: Purpose, Description, Activity Timeline, Outreach: Methods & Tools, Engage: Methods & Tools, Sustain, Relation to Regional Comprehensive Plan, Activities and Potential Activities. "Activities" are the outreach events that CMAP is planning to accomplish in each specified phase. Activities listed under the "Potential Activities" heading are items that CMAP will be exploring, but cannot yet commit to undertaking.

Throughout this document, major information that has been added or changed in the January 2008 update is italicized. This has been done to indicate major new activities that have been scheduled. Minor wording changes may not be italicized.

Relationship to CMAP Public Participation Plan

This document has been designed and developed to be consistent with CMAP's Public Participation Plan, published in May of 2007.

The Chicago Metropolitan Agency for Planning (CMAP) was created recently to integrate planning for land use and transportation in the counties of Cook, DuPage, Kane, Kendall, Lake, McHenry, and Will. CMAP and its partners are removing barriers to cooperation across geographical boundaries and subject areas such as land use, transportation, natural resources, housing, and economic development. By understanding how these issues -- and our communities' futures -- are inter-related, CMAP seeks to change the way planning is conducted in northeastern Illinois. For more information, visit http://www.chicagoareaplanning.org.

The purpose of CMAP's *Public Participation Plan* is to "develop a proactive public participation process in northeastern Illinois that provides complete information, timely public notice, full public access to key decisions and supports early and continuing involvement of the public in developing regional plans and capital programs." Based on this goal, CMAP has developed a more in-depth Public Engagement Plan to outline the specific events and key points where we will be seeking public engagement in our 2040 regional comprehensive plan update. Furthermore, "CMAP recognizes that public participation is a key component in effective planning. If northeastern Illinois is to realize its growth potential in the 21st Century, it is essential that the residents of the region have a voice in how the region's plans are formulated."

CMAP has identified three distinct actions that are vital to public participation: outreach, engage and sustain.

Outreach – the task of identifying and providing notice to participants across multiple demographic sectors;

Engage – the task of informing, educating, listening and sharing in the planning process;

Sustain – maintaining the relationships with residents to keep them interested in participating.

These three components will be integral in planning for public participation throughout the Regional Comprehensive Plan process. As CMAP looks to engage our region we will attempt to reach out to as many individuals and organizations as possible. To accomplish this, CMAP will embrace a series of educational and informational public relations endeavors, paying specific attention to the needs of traditionally underrepresented minority groups in planning. Minorities as defined in the broadest sense include, but are not limited to: African Americans, Latinos, immigrants, disabled individuals, elderly and youth.

Education is key to the success of the Regional Comprehensive Plan and we can achieve this by engaging the public in a meaningful way. Continual education of the region's residents will allow our public to make informed planning decisions that are best for their individual communities. Through this process we aspire to instill the significance of understanding the importance of regionalism when making everyday planning decisions at the local or community level.

To make this process sustainable, CMAP will begin with educating its own staff so that no opportunity to address the public goes without mention of this plan's process. Our network of proponents of the plan, from the CMAP Board to our working committees will also be integral to keeping the region informed on upcoming events and opportunities for involvement. CMAP will maintain our relationships with all communities and organizations we work with on a regular basis as well as engage new partners. In addition, CMAP will be looking specifically to the Citizens Advisory Committee, at key junctures, to provide us with assessments of our outreach and participation process. CMAP will continue to assess our successes and failures so that we can build off them throughout the Regional Comprehensive Plan process.

Finally, CMAP will be asking the region for their commitment to the Regional Comprehensive Plan plan. Without the region's support and participation, this plan cannot succeed.

CMAP's Public Participation Plan can be found online at http://www.chicagoareaplanning.org/citizens/documents-cac/public_participation_plan.pdf

Activity Timeline, Fiscal Year 2008

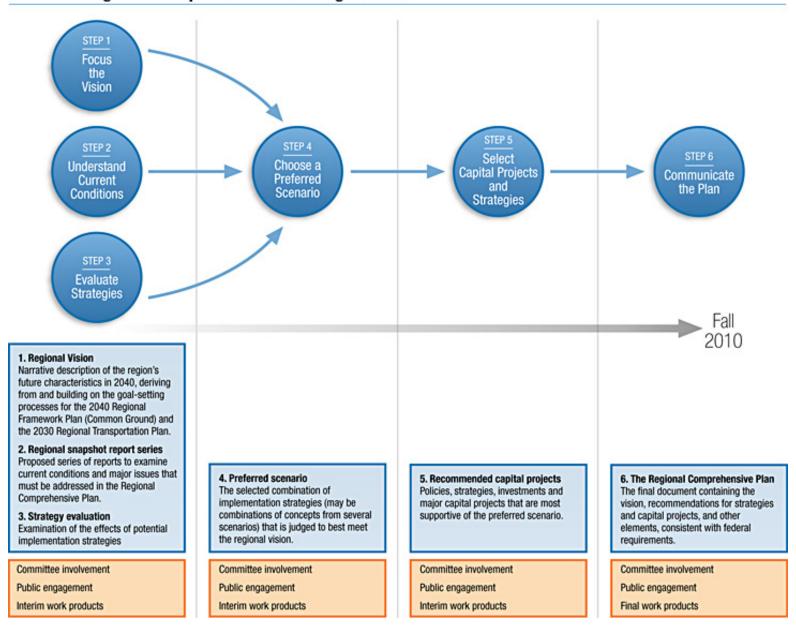
The following timeline shows the start and end dates of planned activities graphically. Shaded cells indicate the activities that will be occurring during that month.

Activity	July 07	Aug	Sep	Oct	Nov	Dec	Jan 08	Feb	Mar	Apr	May	June	Continues into Fiscal Year 09?
Education of the region (p. 4)													Yes – through entire process
1. Leadership Workshops (p. 6)													No – complete in October 07
2. Website Development (p. 7)													Yes – through entire process
3. Photography Contest (p. 8)													No – complete in November 07
4. Visioning Workshop (p. 9)													No- single event in September 07
5a. Public Input on Vision, focused on planning partners (p. 10)													No – complete in April 08
5b. Public Input on Vision, focused on general public (p. 10)													No – complete in April 08
6. Promotion of Vision (p. 13)													Yes – complete in August 08
7. Strategy Research Website (p. 14)													Yes – complete in August 08
8. Public Input on Scenario Construction and Indicator Development (p. 15)													Yes – complete in July 08

Other activities beyond Fiscal Year 2008 are planned, but are not shown on this timeline or described in detail in this document. *A public engagement plan for Fiscal Year 2009 will be prepared in spring 2008*.

Each activity in this plan supports a phase of the Regional Comprehensive Plan development. The overall development flowchart for the Regional Comprehensive Plan is shown on the following page. For each phase described in this document, its place in the overall development of the Regional Comprehensive Plan will be identified.

The 2040 Regional Comprehensive Planning Process



Continual Phase: Education of the Region

Purpose	To increase regional awareness of planning, what it is, why involvement is important, and how to get involved.
Description	Throughout the Regional Comprehensive Planning process CMAP will continually find new ways to engage and educate the region.
Activity Timeline	Throughout the entire process
Outreach: Methods & Tools	All Initiatives (the broadest public) - CMAP Board & Committees, Elected Officials Initiative, Planning Professionals Initiative, Civic Initiative, Community Initiative, Youth Initiative, Web Initiative, Interest Groups Initiative All methods and tools (see CMAP Public Participation Plan for details)
Engage: Methods & Tools	All engagement methods (see CMAP Public Participation Plan for details) All engagement tools (see CMAP Public Participation Plan for details)
Sustain	Sustaining the education of a region with over 8 million residents will be a challenge. Every future effort that CMAP makes to reach out to the region should include a status update on the Regional Comprehensive Plan process and also promote what is coming up in the future, especially opportunities to provide input. Also key is the inclusion of everyone – we need to tell people not just what is coming up but <i>how</i> to get involved and <i>when</i> we need their help. CMAP's new database of contacts will be integral to the process of keeping our region informed.
Relationship to Regional Comprehensive Plan	Regional awareness of planning is not tied to a specific step in the Regional Comprehensive Plan, but it makes every step more effective. Education will occur continuously throughout and beyond the planning process.
Activities	Workshops: Every CMAP workshop, meeting or event held throughout the region is an opportunity for us to reach out to the region and ask for their support by helping them understand who CMAP is and what we do. There will be no workshop held without an educational component on the Regional Comprehensive Plan and how to get involved. Minority Workshops: Targeted to African American, Latino and other minority groups. Workshops will focus on the
	goals of educating and creating new opportunities for involvement in future planning efforts. Format of workshops would be similar to previous "Leadership Workshops." In the case of Latino Workshops, they would also include a summary or wrap up on the results of Regional Conversation Meetings held with Latino groups earlier 2007. The purpose behind these workshops is not only important to the Regional Comprehensive Plan but it is an agency-wide goal to reach out to the broadest public and include traditionally under-represented groups in planning. <i>These meetings were initially planned for November 2007 but are now scheduled for a later date.</i>

Youth Outreach: Involving youth in this planning process is key to the long-term implementation of the plan. A variety of web-based methods are being explored to provide an opportunity for youth to get involved and engaged in CMAP's planning process and also in community planning in general. Youth could also be engaged by using surveys, connecting to youth by way of school systems, after school service providers, and youth outreach centers. *Other potential means include the creation of a "Model CMAP" organization to allow youth to understand regional decision-making processes and also give them a voice in these processes. The Model CMAP program would be based on Model UN high school programs across the country, and also on the efforts of other regional planning agencies to implement similar programs Also, please see activity 5 (public input on regional vision) for more examples of how youth will be involved in this particular effort. In addition, CMAP hopes to form a focus group of high school or college students to help design ways to reach youth.*

Newsletter: Produce periodic plan updates and opportunities for engagement e-news. In addition to an e-newsletter we will post this information to its own web location on the CMAP website as well as on community calendars throughout the region.

Potential Activities (feasibility still being determined)

"Planning 101" Website Component: One of the first tasks that CMAP will investigate bringing to the public is a "Planning 101" webpage. This is our opportunity to reach out and explain what planning is and why residents should be interested in it. This web component should be translated into Spanish and potentially other languages commonly spoken in our region. We need the support of all of our populations regardless of language barriers and should make every effort to make this happen, thereby giving traditionally underrepresented groups in planning the resources to make an informed decision. Also on the webpage CMAP can include information on Daniel Burnham, the Burnham centennial celebration, and other information related to planning in northeastern Illinois.

Cable Access Education TV Shows: Educational cable access show. CMAP hopes to reach out to the general public by proposing a series of shows that discuss the process of the Regional Comprehensive Plan. Initially we may explore connections with County cable access to reach a broad segment of people. The series of shows should begin with simple "Planning 101" presentations or a PowerPoint that is parallel to our "Planning 101" web component. The format of the shows would be a half-hour casual conversation on a topic of exploration in our regional comprehensive planning process. Included in these conversations may be CAC members, CMAP Board Members, Committee members, local planning advocates and local planners. We are proposing that these shows start in December to correspond with the release of the sustainability snapshot and the global climate change summit. Ultimately these shows can be self generating using all of the groups in our agency to fill in content. Although this series of shows would mainly have passive engagement it is still good way to reach out to the region and educate them on planning issues as well as an excellent way to get CMAP's name out there.

CMAP/Planning & Transportation Podcasts: Downloadable interviews with local experts. CMAP may also explore a series of podcasts describing the results of our snapshots. To be used as an educational/marketing tool, podcasts are the new way urban professionals are getting to-go bite sized information that they can take on their morning commutes or weekend runs/bike-rides.

Public Transopoly Workshops: http://transopoly.cnt.org/ This game/tool developed by the Center for Neighborhood Technology is a way to help the public understand the connection between land-use planning and transportation planning. This was used during the update of the 2030 Regional Transportation Plan in 2006. By designing public workshops around this tool, or a variation of it, CMAP can help the region's residents make better informed decisions in choosing scenarios. CMAP will investigate partnering with the Center for Neighborhood Technology to implement these workshops. Additionally, further refining or customizing the game to allow consideration of non-transportation policy impacts or making the game available online may be an effective way to reach youth in particular.

CMAP Booths: June through August is an effective time period for us to reach out to communities. CMAP should investigate having booths available at neighborhood fairs, festivals or farmers markets to distribute surveys on site and ensure that we get the best response rate possible. Another place to have booths/survey distribution would be at religious institutions. CMAP could partner with planning students to get additional volunteers to help with our surveys. In addition to survey distribution, booths are another way for regional residents to get to know who CMAP is and what we are doing for the region.

Planner's Chat Series: To reach out to local planners and planning officials so that they know what is going on with the RCP and are able to become local liaisons and "cheerleaders" of the plan and its process, CMAP staff could hold a series of chats with planners at local locations. The chats should be organized around CMAP's release of snapshots or around new ways to engage local residents at early stages in the process. CMAP will continue to ensure that we are constantly reaching out to African Americans, Latinos and other minorities throughout this chat series.

Phase 1: "Leadership Workshops"

Purpose	A series of workshop around the region to educate the region about CMAP, engage local leaders in implementing the 2040 Regional Framework Plan and create new opportunities for involvement in future planning efforts. Workshops also included discussion around the integration of land use and transportation planning for the 2040 Plan.
Description	Participants at the Leadership Workshops learned about the merger of the Northeastern Illinois Planning Commission (NIPC) and the Chicago Area Transportation Study (CATS) into CMAP. We provided an overview of the direction of CMAP and an update of the agency's progress thus far. Participants used the Centers Toolkit, a new planning tool developed by CMAP, to help emphasize what features will achieve communities' desired regional centers. We gathered ideas on how to make the regional planning process more relevant to local planning efforts, what their role as local leaders could be in promoting this regional planning process, and what the best avenues are to encourage public involvement.
Activity Timeline	Lead time: April-May, 2007 Activity Time: May-October 2007 Wrap up: November, 2007
Outreach: Methods & Tools	CMAP Board & Committees, Elected Officials Initiative, Planning Professionals Initiative, Civic Initiative Mailers, Website, Newsletters, Partner planning agencies
Engage: Methods & Tools	Round-table Discussion Workshop Centers Toolkit, PowerPoint, Facilitation, Group Discussion, Keypad Polling, Worksheets
Sustain	Leadership workshop reports provided to each attendee by email/mail. Local officials and key partners in each workshop area were also emailed/mailed the workshop report. Select elected officials and partner agencies will be mailed hard copies of reports. Reports also placed on CMAP website. Participants will be continuously updated via email with regards to the regional comprehensive planning process.
Relation to Regional Comprehensive Plan	The feedback from these leadership workshops was used to help determine priorities for regional snapshot reports (step 2) and strategy research (step 3).
Activities	Centers Toolkit: These workshops unveiled a new planning tool, the Centers Toolkit, to the communities. Participants used this tool to prioritize the features and characteristics that they would like to see in their regional centers.

Phase 2: Regional Comprehensive Plan Website

Purpose	To continually update the region about the Comprehensive Plan and serve as a portal to disseminate upcoming information on the planning process as well as to serve as an archive for the process.
Description	An interactive website that includes (but not limited to) a blog, pages on the snapshots and scenario creation and evaluation, surveys, media advisory pages, with a link to CMAP's homepage and other relevant sites. The survey should be a resource for regional agencies, our partner agencies and all residents of northeastern Illinois.
Activity Timeline	Activity time: October 2007-ongoing
Outreach: Methods & Tools	All Initiatives (the broadest public) - CMAP Board & Committees, Elected Officials Initiative, Planning Professionals Initiative, Civic Initiative, Community Initiative, Youth Initiative, Web Initiative, Interest Groups Initiative Websites, List-serves, Newsletters, Media/Postcards, Ads, Blogs, Press Releases, Newspapers, Public Service Announcements
Engage: Methods & Tools	Interactive website with blog/discussion forum, Moderated online discussion
Sustain	The website will be regularly updated and serve as a direct access to news about the 2040 Regional Comprehensive Plan. Participants should be able to sign-up to receive email updates or RSS feeds when our blog/website is updated. A specific webpage could also be incorporated to disseminate information.
Relation to Regional Comprehensive Plan	The website will be used to communicate all steps in the Regional Comprehensive Plan.
Activities	Blog: A public blog would be a way for us to promote our public events as well as receive "real time" feedback on issues posted, scenario development or upcoming research and reports. It will be moderated by CMAP.
	Please see activity 5 for more on how the website will be used in the vision development process. Also, see activity 6 for a description of how strategy research work will use online capabilities.
Potential Activities (feasibility still being determined)	RSS Feed: "Really Simple Syndication" is an XML-based format to syndicate information which may be considered. When new info is posted to our website subscribers to our feed would receive full or partial text updates as updates occur. Including an RSS feed on our website or blog would allow people to sign up to receive emails as soon as we've updated our blog/website – real time communication for those who want it.
	CMAP MySpace Page/CMAP Facebook Page: Both of these tools may help CMAP reach a broader audience

especially youth. The American Planning Association has a MySpace page and uses it to reach out to young planners and student planning organizations. By being in their network we can build awareness of both CMAP and our Regional Comprehensive Plan process. These pages may be important to reaching youth for workshops designed specifically for them.

CMAP on **Wikipedia:** Add CMAP to wikipedia.org. Presently CMAP is mentioned on wikipedia but there is no full description page for us. From the creation of an introduction to CMAP page we can add different sections on the Comprehensive Plan, or expertise and any other projects that we are working on.

Links: Linking to all of our partner agencies' websites, including minority focused partners, and asking them to include a link to CMAP's new website will create synergy and increase our online "hits."

Phase 3: Images of Northeastern Illinois Photography Contest

Purpose	To raise awareness to residents about planning across the region and to gather what our residents value about the northeastern Illinois region.
Description	CMAP asked residents of Cook, DuPage, Will, Kane, McHenry, Lake and Kendall Counties to capture and share what they value about the region. Top submissions will be showcased in CMAP's comprehensive plan. The photo contest will be used to collect visual materials to put in the Regional Comprehensive Plan and also to get our name out there.
	Please note that the photography contest is complete, and the winning entries can be viewed on CMAP's website: http://www.cmap.illinois.gov/photo-2007.aspx
Activity Timeline	Lead time: July-August, 2007 Activity time: August-November 2007
Outreach: Methods & Tools	All Initiatives (the broadest public) - CMAP Board & Committees, Elected Officials Initiative, Planning Professionals Initiative, Civic Initiative, Community Initiative, Youth Initiative, Online Web Initiative, Interest Groups Initiative Website, List-serves, Newsletters, Media/Postcards, Ads, Blogs
Engage: Methods & Tools	Judged Photography Contest Passive Engagement, Possible web-based photo group
Sustain	CMAP will give credit when possible to photographers when their images are used in publications. Participants will be continuously updated via email (or hard copy mail as available) with regards to the regional comprehensive planning process.
Relation to Regional Comprehensive Plan	The results of the photography contest will be used to illustrate concepts in the regional vision (step 1), but may have other application to illustrate planning concepts or values in other publications as well.
Activities	Promote Photography Contest through a comprehensive list of African American, Latino and other minority organizations and our partners' websites with links from their web pages to our web page.

Phase 4: Visioning Workshop "Kickoff"

Purpose	The Visioning Workshop "kickoff" is to develop priorities for themes to include in the regional vision and also to develop supporting material for these themes. Results of this participatory meeting will be a critical piece of the 2040 Regional Comprehensive Plan, which will integrate planning of land use and transportation in the seven-county region of northeastern Illinois.
Description	All CMAP committee members and major partners were invited to participate in shaping the vision for the 2040 RCP plan. At the workshop participants discussed "core themes," had a panel discussion and heard from two exciting guest speakers, each with a unique perspective. Local historian Geoffrey Baer of WTTW-TV (http://www.wttw.com/main.taf?p=1,9) provided a virtual tour of the region, from past to present. Noted designer Bruce Mau (http://www.brucemaudesign.com/) spoke about the power of design to transform virtually every aspect of daily life for residents of metropolitan Chicago.
Activity Timeline	Lead time: July-September 2007 Activity time: September 12, 2007 Wrap up Time: September-October 2007
Outreach: Methods & Tools	CMAP Board & Committees (and other key partners) Mailers, Workshop, Forum, email/listserv
Engage: Methods & Tools	Round-table Discussion Workshop, Panel Discussion Facilitators, Keypad Polling, PowerPoint Presentation, Worksheets
Sustain	Participants will be asked again at meetings and through surveys to review and affirm the vision statements refined and created in this process. Participants will also continually be updated on the RCP process at board and working committee meetings and also via email/listserv and newsletter communications.
Relation to Regional Comprehensive Plan	The visioning workshop was a critical piece of the vision development (step 1).
Activities	Workshop: Interactive workshop with the CMAP Board, working committees and key partner agencies with focused discussions on developing vision statements.
	Newsletter: Report back to the committee members and produce the first in a series of newsletters to promote the results of the event as well as serve as a bookend/historical marker to CMAP's first step in a major project.

Phase 5a: Public Input on Vision Development (focused on planning partners)

Purpose	Present draft vision statements to planning partners for input, allowing CMAP to refine the vision statements based on input received.
Description	Development, distribution and collection of a survey on vision statements that came out of the Visioning Workshop (Phase 4) and meetings with planning partners to revise vision statements.
Activity Timeline	Lead time: September/October 2007 Activity time: September/October 2007-March 2008 Wrap-up: March-April 2008
Outreach: Methods & Tools	CMAP Board & Committees, Elected Officials Initiative, Planning Professionals Initiative, Civic Initiative Website – email/listserv blasts, Paper Survey, Online Survey
Engage: Methods & Tools	We will conduct both a web-based and paper survey to gain feedback on CMAP's draft vision statements for the region. In addition, meetings will be held with CMAP's planning partners to gain their input on the vision statements.
Sustain	Participants will be continuously updated via email (or hard copy mail as available) with regards to the regional comprehensive planning process.
Relation to Regional Comprehensive Plan	This phase supports the development of the regional vision (step 1).
Activities	Survey distribution: Surveys (both paper surveys and online link) will be distributed by our working committee members, Board members, CAC members, Planning Liaisons and staff. In addition, partner organizations will assist in spreading the word about the survey availability.
	Meetings with planning partners: The vision statements will be reviewed through our working committees, CAC, and other CMAP committees. In addition, meetings will be held with Councils of Government to allow their members to give feedback on the content of the vision statements.

Phase 5b: Public Input on Vision Development (focused on general public)

Purpose	Provide the general public with an opportunity to contribute to the development of the regional vision.
Description	A variety of outreach techniques to gather input from the public on their desired vision of the region in 2040. Meetings will be held in conjunction with the CAC and community-based organizations; a survey instrument for the general public will be developed to gather feedback on planning priorities; and a story-writing contest will be held to encourage residents to express their hopes for 2040.
Activity Timeline	Lead time: November 2007-January 2008 input Activity time: January-April 2008 Wrap-up: April-June 2008
Outreach: Methods & Tools	All Initiatives Website, Newspaper – Public Notice, email/listserv blasts, Postcards, Paper Survey, Online Survey
Engage: Methods & Tools	Blog, Hotline, Facilitated meeting or discussion, Emails, Passive participation through surveys
Sustain	Participants will be continuously updated via email (or hard copy mail as available) with regards to the regional comprehensive planning process.
Relation to Regional Comprehensive Plan	This phase supports the development of the regional vision (step 1).
Activities	Community conversations with CAC members : Several members of the CAC have offered to work with CMAP to host meetings in their areas on the Regional Comprehensive Plan. These meetings are expected to take place between January and March 2008.
	Grants to community-based organizations: CMAP has initiated a program to co-host meetings on the Regional Comprehensive Plan with several community-based organizations. By leveraging and creating new connections with strong community-based organizations, CMAP will be able to reach an even broader public than before. These organizations will be provided with small grants to offset the cost of hosting these meetings. Approximately ten organizations are expected to be selected for this program, and each will host up to three meetings. Meetings held through this program are expected to occur in March and April 2008.
	Development of survey instrument for general public : In addition to the meetings described above, CMAP hopes to collect input from the public using a survey or a similar instrument for gathering feedback. This survey must be

designed using language that the public understands, and also must be appealing to the public. CMAP has recently hired a communications firm to assist with the development of this survey: This survey is expected to be available in January 2008. Surveys will be distributed through our internal contacts and planning partners, at CMAP meetings around the region, through community-based organizations, and through other means.

Story-writing contest: To understand how residents of the region view their futures, CMAP plans to sponsor a regional contest to write stories about the future of the region. It is intended that winners of the contest would receive prizes, and that there may be several categories (by geography or other options) from which winners would be selected. In particular, a youth contest may be developed to encourage participation from this group. These stories can be used by CMAP to determine whether its preliminary vision statements are actually consistent with how residents of the region view their futures. The communications firm hired by CMAP will also assist in the development of the story-writing contest. The contest is expected to be complete in April 2008.

Media coverage/promotion of the survey: Media coverage of the outreach campaign will be sought. Also, Public Service Announcements will be made on different radio stations that target different ethnic groups throughout the region in the absence of adequate media coverage. PSAs will be delivered in the primary language of the radio station (Spanish, Polish, etc.)

Potential Activities (feasibility still being determined)

Survey distribution:

- CMAP employees could be assigned to distribute surveys to community groups and organizations that are in their neighborhoods so that it is convenient for them to participate in this process.
- CMAP will consider mapping all the organizations that have been hit and fill in the gaps with special distribution to areas that don't have distribution.
- For locations like Ward Offices, Village Halls and Libraries we can leave surveys and "drop boxes" so that surveys can be left and gathered at the end of the specified period.

Additional public meeting activities:

- CMAP may have a live phone bank with operators "standing by" to listen and record comments from individuals who may not be able to attend meetings. The phone bank may or may not be at the same time as the public hearing. We will discuss which option might get us the best results. Employees working the phone bank would be trained to field questions and record the results of the conversations.
- Live Chat: people could submit online questions that could be fielded live over the internet using a blog or simple email responses.

Phase 6: Promoting the Vision to the Region

Purpose	Promotion of final regional vision to build public awareness of CMAP, the planning process, and the vision.
Description	An opportunity to educate the public on the Regional Comprehensive Plan and the new vision that has come out of the initial planning stages. This is also an opportunity to give interested parties a status report on the planning process as well as inform them of future opportunities to participate.
Activity Timeline	Lead time: February-April 2008 Activity time: June-August 2008 Wrap-up: August-September 2008
Outreach: Methods & Tools	All Initiatives Mailers, Workshop, Forum, email/listserv
Engage: Methods & Tools	After receiving public comment and making appropriate changes, we will present the final vision to the public. The format will be a series of interactive educational forums/workshops on the planning process and what the next steps will be. In addition to this forum we will be promoting the regional vision through a PR campaign.
Sustain	The vision promotion will serve mainly as information and an article for the newsletter will be written to highlight the general discussion themes. Participants will be continuously updated via email (or hard copy mail as available) with regards to the regional comprehensive planning process.
Relation to Regional Comprehensive Plan	This phase supports the development of the regional vision (step 1).
Activities	Newsletter: Produce regular plan update/opportunities for engagement e-news. We can highlight photo submissions from our photo contest in these newsletters. News and updates on meetings and status of the process will also be directed to different minority group newsletters and newspapers translated into their native language.
Potential Activities (feasibility is still being determined)	Cable Access Education TV Show: Educational cable access show, potentially taped through cooperation with the Village of Addison's studio. We could reach out to the public by proposing a series of shows that discuss the process of the regional comprehensive plan. Included in these conversations could be CAC members, CMAP Board Members, Committee members and local planners.
	CMAP/Planning & Transportation Podcasts: Could be downloadable interviews with local experts. We could also do a series describing the results of our snapshots. To be used as an educational/marketing tool.

16

Phase 7: Strategy Research Website Component

Purpose	Develop an interactive website for strategy research to receive input and peer-evaluation from partners and general public on research results for implementation strategies.
Description	CMAP is conducting research on the effects of implementing a number of planning strategies. This portal will be a place for us to post our white papers on strategy topic areas, publicize the availability of these reports, and receive feedback from all sectors. Postings and feedback will occur in a wiki format so that we can increase our knowledge base. Also, this allows interested groups to engage in online conversations about the advantages or disadvantages of various strategy options.
Activity Timeline	Lead time: Preparation of white paper reports is ongoing. Activity time: <i>January 2008</i> -August 2008 Website will be updated continuously during the activity timeline.
Outreach: Methods & Tools	Elected Officials Initiative, Planning Professionals Initiative (also other key planning partner agencies, particularly those that can represent groups that are typically not involved in the planning process) Website, Newsletters
Engage: Methods & Tools	Interactive Website with Discussion forum
Sustain	The website will be regularly updated and serve as a direct access to news about the 2040 Regional Comprehensive Plan. Participants should be able to sign-up to receive email updates (or hard copy mail as available) or sign up for RSS feeds when our blog/website is updated.
Relation to Regional Comprehensive Plan	This phase supports the strategy research work of the Regional Comprehensive Plan (step 3).
Activities	Wiki/Interactive Website: CMAP will utilize technology to allow the region to discuss major planning topics. A wiki is a collaborative website where anyone can add content. The wiki will be the home of our strategy research white papers, which will allow the public to comment on them. Anyone from the general public will be able to contribute thoughts, but we expect that professional planners and our partners will be most interested in this engagement opportunity, due to the technical subjects covered. Our hope is that this interactive format will allow online brainstorming and discussions to occur. CMAP will benefit from this format by receiving new information and research that we may not be aware of that is happening around the world. The region will benefit by becoming aware of what CMAP has been working in such an open format.

Potential Activities	RSS Feed: "Really Simple Syndication" is an XML-based format to syndicate information. When new info is posted
(feasibility still to be	to our website subscribers to our feed would receive full or partial text updates as updates occur. Including an RSS
determined)	feed link on our website or blog would allow people to sign up to receive emails as soon as we've updated our
	blog/website – real time communication for those who want it.
	Blog: A public blog would be another way for CMAP to promote public events as well receive "real time" feed back
	on issues posted, scenario development or upcoming research and reports. The blog can be set up in a way that CMAP
	will have to approve comments before they are posted as to avoid any derogatory commentary. The blog could be
	shared throughout the organization so that the burden of updating the blog would not fall on one person. For example
	Monday could always be a posting on watershed issues; Tuesday could be land-use; Wednesday transportation and so
	on. The content could either be new developments that relate to the plan as well as new developments in the field.

Phase 8: Public Input on Scenario Construction and Indicator Development

Purpose	Following the endorsement of the regional vision, quantitative indicators will be identified that can be used to measure whether certain actions or investments are effective at moving the region toward the vision. Also during this time, alternative future scenarios, each made up of a combination of implementation strategies, will be constructed. In fall 2008, the alternative scenarios and the indicators used to evaluate them will be presented to the Board for endorsement. The purpose of this phase is to receive input on the scenario construction and indicator development process.
Description	Workshops primarily involving partner agencies and local governments will be held to discuss potential indicators and the overall philosophy behind creating scenarios. Opportunities for general public involvement will be available, but due to the technical nature of the discussion, our primary targets are planning partner agencies.
Activity Timeline	Lead time: February-April 2008 Activity time: April-July 2008 (at least 45 days) Wrap-up: July-August 2008
Outreach: Methods & Tools	CMAP Board & Committees, Elected Officials Initiative, Planning Professionals Initiative (ensure enough representation from targeted minority groups) Interviews, Plans, Working Papers, Reports, Surveys, Center for Neighborhood Technology's <i>Transopoly</i> , Website, Newspaper – Public Notice, email/listserv, Postcards
Engage: Methods & Tools	Focus Groups, Workshops, Seminars, Public Hearing, Hotline Visual preference surveys, Wiki/blog, Reports, Website, Facilitated Conversations, Hotline, Keypad Polling
Sustain	Participants will be continuously updated via email (or hard copy mail as available) with regards to the regional comprehensive planning process.
Relation to Regional Comprehensive Plan	This phase is a precursor to the scenario evaluation and selection part (step 4) of the Regional Comprehensive Plan. Development of indicators and construction of scenarios are important pieces in preparation for this task.
Activities	Workshops: CMAP will take a series of workshops back out to the region to sustain their participation in the Regional Comprehensive Plan. Due to the technical nature of this stage, these workshops will be focused on our partner organizations, but other regional residents who have been involved in our public engagement process will also be targeted. In addition CMAP will target traditionally underserved populations to ensure that their voice is heard at these meetings.

Public hearing: CMAP will schedule at least one public hearing at a non Sears Tower location so that it is less intimidating and less complicated for residents to attend. Public Service Announcement on radio stations and promotion of the public involvement opportunity: Announcements will be made on different radio stations that target different ethnic groups throughout the region. PSAs will be delivered in the primary language of the radio station. **Potential Activities** Additional public hearing activities: (feasibility still being • Multiple public hearings may be held at appropriate locations within the region to capture as much participation determined) as possible from different minority groups. One way to accomplish this is by developing an interactive meeting format where we can web-cast and link to other locations. The meeting could be held at a central Chicago university location that possesses live telecast technology and partner with other regional universities with the same technology and link everyone together allowing multiple locations with low staff involvement maximizing our time and inputs. • CMAP may have a live phone bank with operators "standing by" to listen and record comments from individuals who may not be able to attend the meeting Like earlier public hearings, announcements in targeted minority newspapers, newsletters and radio stations **Transopoly Workshops:** http://transopoly.cnt.org/ This game/tool developed by the Center for Neighborhood Technology is a way to help the public understand the connection between land-use planning and transportation planning. By designing public workshops around this tool, CMAP can help the region's residents make better informed decisions in choosing scenarios. CMAP may partner with the Center for Neighborhood Technology to implement these workshops. Additionally, further refining or customizing the game to allow consideration of nontransportation policy impacts or making the game available online may be an effective way to reach youth in

This is the end of our fiscal year 2008 phases. From this point on, our timeline simply includes the phase title, its purpose, a description of the phase, as well as an activity timeline. The following list of phases and activities will be updated summer of 2008, and considerable detail and additional activities will be added.

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Future Phase: Scenario Evaluation Initiation – Community Updates

Purpose	Receive input from partners into scenario evaluation process at early stages of modeling. Also, inform the public of what we are doing at any opportunities that arise.
Description	CMAP will facilitate a community conversation series in each county, inviting our residents, our local partners, elected officials and professional planners to open an all inclusive dialogue on scenario evaluation.
Activity Timeline	Fall 2008

Future Phase: Capital Project Evaluation Measures and Financial Planning

Purpose	Receive input from partners concerning capital project selection process and financial plan.
Description	CMAP will engage the public in commenting on the measures proposed to evaluate major capital projects, and will also seek input on the financial plan, which provides the fiscal constraints that affect our plan.
Activity Timeline	Spring 2009

Future Phase: Selection of Preferred Scenario and Celebration of Burnham Plan Centennial

Purpose	Receive input from partners into selection of preferred scenario. Determine public preferences for selection of preferred scenario. Fulfill federal requirements by releasing draft documents for public comment on indicators and scenario selections.
Description	To link the planning process with celebration of Burnham Plan centennial CMAP will unveil our scenario selection survey. We will be looking to many organizations to help us distribute and collect the preferred scenario workshops.
Activity Timeline	Summer 2009

Future Phase: Review Recommended Capital Projects

Purpose	Receive input from partners on selection of capital projects before endorsing recommended list.
Description	CMAP will collaborate with partner agencies, Board members and working committee members to review all the

	recommended capital projects for conformance with the Regional Comprehensive Plan.
Activity Timeline	Fall 2009-Winter 2010

Future Phase: Public Comment on Plan Document

Purpose	Educate and inform the public about the plan and its recommendations and receive comments. Fulfill federal requirements for formal public comment period on draft final plan.
Description	The comment period on the plan document will give the public an opportunity to comment on the Regional Comprehensive Plan document, which will be the culmination of three years of work. On display will be the public education tools that we used to develop the plan as well as copies of the final 2040 plan. This will be a chance for anyone who is interested to come out to see what CMAP has done with their input and to get excited about the implementation of the plan.
Activity Timeline	Spring-Summer 2010